

**DECLARATION AND POWER OF ATTORNEY  
FOR ORIGINAL U.S. PATENT APPLICATION**

Attorney's Docket No. LIMCP002

As a below-named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe that I am the original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**CONSUMER LOYALTY MARKETING PROGRAM BASED ON MULTI-TRANSACTION PLATFORM THAT PROVIDES HIGH REWARDS TO MEMBERS UNDER A TIERED REWARD SCHEME**, the specification of which,

(check one)      1.  is attached hereto.

2.  was filed on \_\_\_\_\_ as  
U.S. Application Serial No. \_\_\_\_\_  
and was amended on \_\_\_\_\_.

3.  was filed on \_\_\_\_\_ as  
International PCT Application Serial No. \_\_\_\_\_  
and was amended on \_\_\_\_\_.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, CFR § 1.56.

I hereby claim foreign priority benefits under Title 35, United States code, § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have identified below, by checking the box, any foreign application for patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed:

Prior Foreign Application(s)

Priority Benefits Claimed?

<u>PI 2001 1529</u> (Appl. No.)	<u>Malaysia</u> (Country)	<u>March 30, 2001</u> (Filing Date)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
------------------------------------	------------------------------	--	---

<u>                  </u> (Appl. No.)	<u>                  </u> (Country)	<u>                  </u> (Filing Date)	<input type="checkbox"/> Yes <input type="checkbox"/> No
--	--	--	--

<u>                  </u> (Appl. No.)	<u>                  </u> (Country)	<u>                  </u> (Filing Date)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
--	--	--	---

I hereby claim the benefit under 35 U.S.C. §119(e) of any United States provisional application(s) listed below:

<u>(Application Serial No.)</u>	<u>(Filing Date)</u>
---------------------------------	----------------------

<u>(Application Serial No.)</u>	<u>(Filing Date)</u>
---------------------------------	----------------------

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s), or § 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

**Prior U.S. Application(s)**

(Application Serial No.)	(Filing Date)	(Status - patented, pending, abandoned)
(Application Serial No.)	(Filing Date)	(Status - patented, pending, abandoned)

And I hereby appoint the law firm of Martine & Penilla, LLP, including Peter B. Martine (Reg. No. 32,043); Albert S. Penilla (Reg. No. 39,487); Chester E. Martine, Jr. (Reg. No. 19,711); Edmund H. Mizumoto (Reg. No. 46,938); Joe A. Brock II (Reg. No. 46,021); Rick von Wohld (Reg. No. 48,018); and Michael L. Gencarella (Reg. No. 44,703), as my principal attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

**Send Correspondence To:**

Albert S. Penilla, Esq.  
MARTINE & PENILLA, LLP  
710 Lakeway Drive, Suite 170  
Sunnyvale, CA 94085  
Customer Number 25920

**Direct Telephone Calls To:**

Albert S. Penilla, Esq. at telephone number (408) 749-6900

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Typewritten Full Name of

Sole Inventor: Chee Beng LIM

Citizenship: Malaysian

Inventor's signature: Che

Date of Signature: 18th September 2001

Residence: (City) Ampang

(State/Country): Selangor Darul Ehsan, Malaysia

Post Office Address: A 4/3 City Garden Apartment, Taman Nirwana, 68000 Ampang, Selangor Darul Ehsan, Malaysia